



KTVI
2250 Ball Drive
St. Louis, MO 63146
(314)213-2222

CONTRACT

Print Date 10/09/12

Page 1 of

And:

National Media Research Planning & Placement
815 Slaters Lane
Alexandria, VA 22314

COPY

<u>Contract / Revision</u> 581791 /		<u>Alt Order #</u> 09837449	
<u>Product</u> NRCC IE 2012			
<u>Contract Dates</u> 10/18/12 - 10/25/12		<u>Estimate #</u> 3314	
<u>Advertiser</u> National Republican Congressional Committee		<u>Original Date / Revision</u> 10/08/12 / 10/09/12	
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash	
<u>Station</u> KTVI	<u>Account Executive</u> Jared Salles	<u>Sales Office</u> Washington DC	
<u>Special Handling</u> Do Not Mail			
<u>Demographic</u> Adults 35+			
		<u>Total Ratings</u> 105.40	
<u>IDB#</u> 8380	<u>Advertiser Code</u> 155	<u>Product Code</u> 426	
<u>Agency Ref</u>		<u>Advertiser Ref</u>	

Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Totals Spots	Amount
1	2	10/22/12	10/22/12	530a-6a									
Week:		10/22/12	10/28/12	Weekdays				1	\$1,000.00	3.60	NM	1	\$1,000.00
2	2	10/24/12	10/24/12	530a-6a									
Week:		10/22/12	10/28/12	Weekdays				1	\$1,000.00	3.60	NM	1	\$1,000.00
1	2	10/25/12	10/25/12	530a-6a									
Week:		10/22/12	10/28/12	Weekdays				1	\$1,000.00	3.60	NM	1	\$1,000.00
2	2	10/19/12	10/19/12	Fox 2 Morning News									
Week:		10/15/12	10/21/12	Weekdays				1	\$1,400.00	4.80	NM	1	\$1,400.00
2	2	10/22/12	10/22/12	Fox 2 News at 7 am									
Week:		10/22/12	10/28/12	Weekdays				1	\$1,400.00	4.80	NM	1	\$1,400.00
1	2	10/23/12	10/23/12	Fox 2 Morning News									
Week:		10/22/12	10/28/12	Weekdays				1	\$1,400.00	4.80	NM	1	\$1,400.00
1	2	10/24/12	10/24/12	Fox 2 Morning News									
Week:		10/22/12	10/28/12	Weekdays				1	\$1,400.00	4.80	NM	1	\$1,400.00
1	2	10/25/12	10/25/12	Fox 2 News at 7 am									
Week:		10/22/12	10/28/12	Weekdays				1	\$1,400.00	4.80	NM	1	\$1,400.00
1	2	10/21/12	10/21/12	Fox 2 News Sunday Morning	8A-830A								
Week:		10/19/12	10/21/12	Weekdays				1	\$600.00	2.80	NM	1	\$600.00
1	2	10/22/12	10/22/12	M-F 9a-10a									
Week:		10/22/12	10/28/12	Weekdays				1	\$550.00	3.00	NM	1	\$550.00
1	2	10/22/12	10/22/12	M-F 9a-10a									
Week:		10/22/12	10/28/12	Weekdays				1	\$550.00	3.00	NM	1	\$550.00

(* Line Transactions: N = New, E = Edited, D = Deleted)



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<u>Contract / Revision</u>	<u>Alt Order #</u>
581791 /	09837449

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/18/12 - 10/25/12	NRCC IE 2012	3314

<u>Advertiser</u>	<u>Original Date / Revision</u>
National Republican Cong	10/08/12 / 10/09/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 12	2	10/24/12	10/24/12	M-F 9a-10a	9A-930A		:30				NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
Week:		10/22/12	10/28/12	--W----	1			\$550.00	3.00				
N 13	2	10/19/12	10/19/12	M-F 430p-5p	430p-5p		:30				NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
Week:		10/15/12	10/21/12	----F--	1			\$700.00	0.00				
N 14	2	10/23/12	10/23/12	M-F 430p-5p	430p-5p		:30				NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
Week:		10/22/12	10/28/12	-T-----	1			\$700.00	3.50				
N 15	2	10/25/12	10/25/12	M-F 430p-5p	430p-5p		:30				NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
Week:		10/22/12	10/28/12	---T---	1			\$700.00	3.50				
N 16	2	10/21/12	10/21/12	Su 5p-530p	5p-530p		:30				NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
Week:		10/15/12	10/21/12	-----S	1			\$1,200.00	0.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	1	2	10/15/12-10/21/12	Su 5p-530p	5p-530p	-----Su	:30		\$1,200.00	0.00	NM		
	See MG 16.2												
	2	2	10/19/12-10/19/12	Fox 2 News Edge Delayed	1030P-1105P	-----F----	:30		\$1,200.00	0.00	NM		
	Ⓜ MG for 16.1 10/21												
N 17	2	10/21/12	10/21/12	Su 530-6p	530p-6p		:30				NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
Week:		10/15/12	10/21/12	-----S	1			\$1,200.00	5.10				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	1	2	10/15/12-10/21/12	Su 530-6p	530p-6p	-----Su	:30		\$1,200.00	5.10	NM		
	See MG 17.2												
	2	2	10/19/12-10/19/12	Fox 2 News Edge Delayed	1030P-1105P	-----F----	:30		\$1,200.00	5.10	NM		
	Ⓜ MG for 17.1 10/21												
N 18	2	10/24/12	10/24/12	MLB World Series on FOX	6p-CC		:30				NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
Week:		10/22/12	10/28/12	--W----	1			\$6,000.00	9.80				
N 19	2	10/21/12	10/21/12	St Louis Rams	12P-315P		:30				NM	1	\$18,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
Week:		10/15/12	10/21/12	-----S	1			\$18,000.00	28.00				
N 20	2	10/23/12	10/23/12	M-F 9p-10p	9P-930P		:30				NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
Week:		10/22/12	10/28/12	-T-----	1			\$2,000.00	5.20				
N 21	2	10/20/12	10/20/12	9p News Delayed	10P-1030P		:30				NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
Week:		10/15/12	10/21/12	-----S-	1			\$1,200.00	3.70				
Totals												21	\$43,950.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/25/12	21	\$43,950.00	\$37,357.50
Totals	21	\$43,950.00	\$37,357.50

Signature: _____ Date: _____

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Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.